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Vol. 115 No. 22

More stations on the block...

Two station groups put nine television stations and five radio stations up for sale, adding properties worth roughly half a billion dollars and contributing to doubts about station business.
PAGE 51.

Expanding news search...

Public affairs stories, spot news, and investigative and documentary pieces making up BROADCASTING's annual sample of local journalism efforts nationwide point to ever-enlarging reach of

KSAT(TV) San Antonio, Tex., reporter Cathy Teague

stations using satellite technology and networking to bring news home to their respective communities.
PAGE 63.

54/***BUSINESS REPORT***
In this interview with BROADCASTING editors, Blair TV's James Rosenfield discusses new studies on media futures, changing market conditions and "real growth" on station side. Results of Blair-commissioned study produced by Wilkofsky Gruen Associates, appear on page 53.

57/***CAMERAS IN THE COURT***
Media groups band together to offer five-minute private demonstration of television cameras in Supreme Court in hopes of urging High Court to open its sessions to broadcast coverage.

56/***PHASING IN FIBER***
Tele-Communications Inc. says it will phase in fiber optic technology to deliver cable TV signals in its systems.

119/***RESISTANCE***
National Association of Broadcasters faces opposition from some of its FM members for association's position on power upgrades for Class A FM stations.

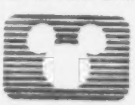
111/***NEWS LAND***
Radio-Television News Directors Association's 43rd international conference and exhibition begins in Las Vegas Nov. 30-Dec. 3, with workshops, panels and exhibits. Speakers include former Secretary of Education

William Bennett and keynoter Ed Bradley, CBS News *60 Minutes* correspondent (above).

122/***EASY COME, EASY GO***
This past year has seen number of stations drop their easy listening formats, some of which have been on air for as many as 25 years. Those keeping it are trying to adjust their approach.

126/***COMING HOME***
ABC-TV's daytime information program *Home*, although low-rated and unprofitable, is being expanded to hour with hopes that it will become another "franchise."

127/***UK DISNEY***
Walt Disney Company agrees to jointly market new British pay



Disney Channel with Rupert Murdoch's Sky Television movie service and to provide Sky Movies with Disney films.

129/***PREFERENCE POLICIES***
Appeals court judges, hearing arguments over FCC's minority and gender preference policies, suggest they are bound by Supreme Court precedent.

131/***LET THEM IN***
FCC study says telephone companies should be allowed to offer video transmission services as common carriers and, with certain safeguards, to make use of services to distribute programing.

132/***CASH REVIEW***
At upcoming affiliate board meetings, three television networks are expected to review cash compensation paid to affiliates.

151/***NEWS AS PUBLIC SERVICE***
Missourinet news director and incoming RTNDA chairman Bob Priddy thinks of himself primarily as reporter, working in "the most creative of the media and the most intimate."

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Where Things Stand

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■ *Solid box denotes items that have changed since last issue.*

AM-FM Allocations

NAB and other broadcast groups oppose FCC's proposed expansion of service to allow for local origination by translators, asking that rules establish translators as secondary services to fill in underserved areas of full-power stations and not as "low-power FM" stations.

NAB opposed proposal to authorize FM's using directional antennas and permitting allocation of stations in short-spaced positions, saying that an increase in FM directional antennas would lead to AM-ization of FM band. Some broadcast groups, however, favored more flexibility for FM broadcasters seeking suitable sites to locate transmission facilities.

Western hemisphere countries on June 2 concluded second and final session of conference to plan use of 100 khz of spectrum added to AM band that had ended at 1605 khz. FCC is in midst of inquiry designed to help it determine how to use 10 new channels. Commission has indicated some channels will be reserved for national licensees.

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING

SERVICE	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,915	278	5,193
Commercial FM	4,116	606	4,722
Educational FM	1,356	265	1,621
■ Total Radio	10,387	1,149	11,536
FM translators	1,625	439	2,064
Commercial VHF TV	543	19	562
Commercial UHF TV	506	205	711
Educational VHF TV	119	7	126
Educational UHF TV	214	29	243
■ Total TV	1,382	260	1,642
VHF LPTV	109	164	273
UHF LPTV	290	1,165	1,455
■ Total LPTV	399	1,329	1,728
VHF translators	3,060	109	3,169
UHF translators	2,198	338	2,536
ITFS[2]	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL[3] & intercity relay	2,836	166	3,002

CABLE†

Total subscribers	47,042,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	52.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

AM Stereo

Motorola's C-Quam AM stereo system has become virtual de facto standard, with adoption by 657 stations worldwide. Kahn system holds on to favor with fewer than 100 stations.

Antitrafficking

Issue essentially boils downs to reimposition of three-year rule, which required owners to hold broadcast properties for that long before selling. Quiescent at moment.

Cable Regulation

Cable television industry remains under fire on allegations it is "unregulated monopoly." Cities may push for overhaul of Cable Communications Policy Act next year to strengthen their regulatory grip on cable and to provide entry for telephone companies to offer competitive services. Motion picture industry and independent broadcasters have also been pushing for stricter regulation of cable until there is more competition in delivering cable programing to homes. Top motion picture and cable executives are holding series of talks to discuss their relationship and possible regulatory changes. House Commerce Committee Chairman John Dingell (D-Mich.) has warned cable to be on best behavior or Congress may reevaluate regulatory environment. Oversight hearings have been held by House Telecommunications Subcommittee and Senate Antitrust Subcommittee.

$242,060,000 to CPB, with additional $56,810,000 for satellite.

Syndex

FCC now has before it stack of petitions to reconsider, in whole or in part, new syndicated exclusivity rules it adopted at May 18 meeting. Rules empower broadcasters to enforce exclusivity of programs against cable systems that import duplicative programing on distant broadcast signals. Broadcasters, led by National Association of Broadcasters and Association of Independent Television Stations, still strongly support rules, but they asked for refinements that would make it easier for broadcasters to enforce exclusivity. Cable interests, on other hand, still strongly oppose rules.

United Video, common carrier for superstations WGN-TV Chicago, WPIX(TV) New York and KTVT-TV Dallas, and Century Communications have already notified U.S. Court of Appeals of their intention to challenge rules in court.

TV Stereo

Approximately 500 stations, over one-third of those now on air in U.S., are equipped to transmit stereo audio, including 59 ABC affiliates, 65 CBS affiliates, 146 NBC affiliates and 81 noncommercial stations.

Wireless Cable

Wireless cable is up and running in several markets and may be in several more within next year to complement and challenge cable operators.

Microband Companies Inc., New York, is industry leader, with systems in Washington, Detroit and New York. Metropolitan Cablevision has 25,000 subscribers in Cleveland, and claims to be holding its own in head-to-head competition with Viacom-managed North Coast Cable, conventional cable system operator. People's Choice TV has targeted Sacramento, Calif.

Wireless cable's principal problem remains inability to secure right to cable programing at what operators feel are equitable rates. Wireless pioneers charge that programers' recalcitrance is due to pressure from conventional operators, the programers' principal customers and, in some cases, their owners. Programers say any discrimination against wireless cable is result of concern about financial stability of operators and signal security.

To keep cable programing flowing to wireless, WCA plans to keep heat on cable industry in Washington with charges of anticompetitive behavior. WCA has three champions on Capitol Hill: Senators Howard Metzenbaum (D-Ohio), Albert Gore (D-Tenn.) and Larry Pressler (R-S.D.).

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lion from the sale of the LPTV properties.

BROADCASTING has learned that several months before deciding to put its eight-station group on the market, Knight-Ridder received, and turned down, an unsolicited bid of $425 million from a buyer represented by Sandler Associates. As of last week, the company was still said to be refusing private negotiations and was instead set on an "auction" of the individual stations, taking bids from among the dozens of interested parties who recently received "financials" on the stations. Preliminary bids are said to be due the middle of December.

Those financials, according to several who have received them, do not reflect a bright fiscal outlook—and, to the extent the company is representative of the affiliate universe, of that industry segment. Revenue and cash flow at a majority of the stations are said to be down, despite the benefit of political, and in two cases Olympic, advertising dollars. WPRI(TV) Providence, an ABC affiliate, is expected to be up $5 million in revenue, to roughly $22 million, but $3 million of that was from political advertising. Cash flow at WPRI is projected to be up $2 million, to nearly $9 million. WTKR(TV) Norfolk, Va., was also said to be up for 1988, although below the performance of several years ago.

Most other stations did not fare as well. KOLD(TV) Tucson is expected to report flat revenue in 1988 of $7.5 million, producing cash flow of $1 million. WNGE(TV) Nashville is expected to show a slight decline in revenue to $14 million, causing an equal loss of cash flow, to $2 million. Another source said that WALA(TV) Mobile, Ala., an NBC affiliate, would report flat revenue with cash flow expected to decline $500,000 to $3.5 million.

The more stations added to the for-sale roster, the more suspensful the uncertainty over station values becomes. The absence of transactions has so far prevented a pattern from emerging, although most observers still expect average station multiples—a station's sale price divided by its cash flow—to decline a little from their figures of a year ago.

Causing further confusion about the value of affiliate TV stations is the changing attitude of the networks. In historically unprecedented ways, ABC, CBS and NBC are reviewing, and in some cases changing, compensation and other traditional links in the network-affiliate relationship.

In one recent case a tougher network attitude regarding station clearances was said to have caused one seller, Shamrock Broadcasting, to pull its station from the market ("In Brief," Nov. 14). □

TV networks' revenue grows by double digits in third quarter

The three broadcast television networks posted a combined revenue increase of 16.1% in the third quarter of 1988, to $1,547,054,000, according to numbers provided last week by the Broadcast Financial Management Association. It appears that all of the $215 million increase in net revenue was due to the Olympics, half of which are included in the third-period reporting of NBC—the other half will be included in the fourth-quarter numbers. The revenue figures are unaudited and are voluntarily submitted by ABC, CBS and NBC to Arthur Young & Co.

Comparing the third-quarter revenue with the prior-year's period revenue is complicated because the Olympics aired in several dayparts. Advertising dollars from the event are included in the sports category, even though the advertisements may have actually run in prime time, early morning, daytime or latenight when the Olympics preempted regular programing. Also affecting comparisons are political advertising dollars, which totaled $6 million in the three months ending September. A new category added to the BFMA numbers is A.M., which comprises revenue from early morning news shows on at least two of the three networks.

Third-quarter television network revenue: 1988 vs. 1987

(Add 000)

	Prime Time	Late Night	A.M.	Daytime	Children	Sports	News	Total
Revenue from client-supplied programing								
Third quarter '87	$3,940	$0	$0	$0	$0	$3,177	$0	$7,117
Third quarter '88	2,526	0	0	0	0	1,282	0	3,808
% change	-35.89	0	0	0	0	-59.65	0	-46.49
All other gross revenue from time sales								
Third quarter '87	783,826	79,853	42,806	236,745	38,497	243,151	135,197	1,560,075*
Third quarter '88	690,076	81,638	44,790	257,748	34,003	550,719	157,095	1,816,069*
% change	-11.96	2.24	4.63%	8.87	-11.67	126.49	16.20	16.41
Total gross revenue from time sales								
Third quarter '87	787,766	79,853	42,806	236,745	38,497	246,328	135,197	1,567,192
Third quarter '88	692,602	81,638	44,790	257,748	34,003	552,001	157,095	1,819,877
% change	-12.08	2.24	4.63	8.87	-11.67	124.09	16.20	16.12
Less advertising agency commissions								
Third quarter '87	118,102	11,980	6,420	35,552	5,777	36,333	20,278	234,442
Third quarter '88	103,907	12,245	6,719	38,667	5,086	82,641	23,558	272,823
% change	-12.02	2.21	4.66	8.76	-11.96	127.45	16.18	16.37
Total net revenue from time sales								
Third quarter '87	669,664	67,873	36,386	201,193	32,720	209,995	114,919	1,332,750
Third quarter '88	588,695	69,393	38,071	219,081	28,917	469,360	133,537	1,547,054**
% change	-12.09	2.24	4.63	8.89	-11.62	123.51	16.20	16.08

Does not include color insertion revenues.

**Includes political parties/candidates revenues of $6,010,000 for the 1988 third quarter.*

departure last summer. **Bradley Holmes,** chief of FCC Policy and Rules Division, who had hoped to be given recess appointment to FCC—his nomination to commission had also been pending before Senate when it adjourned—was disappointed. And White House spokeswoman said no further recess appointments were expected. Name of Washington attorney **Susan Wing**—whose nomination to FCC also died with last Congress—was not on list, either, but her nomination to commission by new Bush White House is regarded as virtual certainty.

□

Lifetime announced two major additions to its 1989 schedule last week: *Emily Undercover*, companion piece for *The Days and Nights of Molly Dodd*, premiering in April, and acquisition of former ABC series *Spenser: For Hire* for run starting in January. *Emily* will be produced by Think Entertainment, partnership between Shelley Duvall and TCI, Newhouse Broadcasting, United Cable and UA Communications. It is about former actress and part-time waitress turned private investigator. Lifetime's agreement calls for six half-hour episodes, with option for seven more. *Emily* will premiere in April 1989 at same time Lifetime premieres its 13 episodes of *The Days and Nights of Molly Dodd*. Deal marks first time Lifetime has committed to producing original dramatic series. Edward Adler and Stanley Wilson are executive producers of *Emily*. *Spenser* deal gives Lifetime all 64 episodes of Warner Bros. Television production, plus two-hour pilot. Pilot will be shown Jan. 16 at 9 p.m., series will premiere on Jan. 17, and will run Tuesday-Friday at 7 and 11 p.m. and Saturday at 3 and 11 p.m.

□

Grey Advertising Inc. has reportedly agreed in principle to sell its majority interest in LBS Communications, its television syndication division, to LBS Chairman Henry Siegel, and new company started by Warburg, Pincus Capital Co. Price is said to total about $38 million in cash and notes for 80% of company now owned by Edward Meyer, Grey chairman, president and CEO, and by Grey Advertising Inc. Siegel owns other 20%.

□

Fox Broadcasting Co.'s ***Married With Children* scored 10 rating/14 share** on Sunday, Nov. 20, its highest numbers to date. *Married*, airing in 8:30-9 p.m. slot, placed number-one in time period among men and women, 18-49, and among teenagers. Over all, show ranked 52nd in Nielsen's weekly report, finishing ahead of CBS's *48 Hours*, *Annie McGuire* and *Van Dyke Show* and NBC's *Tattinger's*.

□

Victory of Conservative Party in Canadian election last week means early action on legislation providing for compulsory license for cable systems picking up and retransmitting American TV signals. Legislation, which would exempt cable systems within Grade B contour of originating station plus 35 kilometers, is part of package that would implement U.S.-Canadian free trade agreement that is to become effective Jan. 1. U.S. Congress has approved agreement and President Reagan has signed it. Conservatives' opponents in election had threatened to tear up agreement if they won.

□

Cable and motion picture industries resumed talks last week, and although accord has yet to materialize, parties intend to keep up discussions. Among those on cable side attending meeting with Motion Picture Association of America President Jack Valenti at MPAA headquarters in Washington, were Tele-Communications Inc.'s John Malone and National Cable Television Association President Jim Mooney.

□

President Reagan's pocket veto of ethics bill Nov. 25 is likely to be well-received by those in or considering possibility of, government service. Legislation was aimed at curbing so-called "revolving door" practice in Washington and would have stiffened current lobbying restrictions on exiting administration officials. It was viewed, however, as deterrent to attracting "good" people to government, according to statement released by White House. Reagan, who had until last Friday to sign measure into law, also said it was "excessive and discriminatory." Under bill, former lawmakers and Hill aides would face only one-year lobbying ban, while executive branch employes would be subject to greater restrictions.

'War' closes ABC-NBC gap; ABC wins news

Week nine (ended Nov. 20) went to NBC, with a 15.8 rating and a 25.1 share, but ABC's four nights of War and Remembrance *broadcasts helped give that network a 14.9/23.5 share. CBS closed out the week with a 12.4/19.7.*

ABC squeaked by CBS to take the evening news race with an 11.3/20 over CBS's 11.2. NBC came in with a 10.5/19.

Together, the three networks pulled in a combined 43.1 rating, representing 38.96 million households delivered, up from week eight's 36.25 million.

ABC won two of the four nights it broadcast War, *Tuesday and Wednesday, but couldn't manage to overtake NBC's Thursday lineup or CBS's Sunday night win. ABC also won Friday night with a 14.1/22.9 average, edging out CBS, which averaged a 13.1/22.4 for the night.*

NBC took three nights: Monday, Thursday and Saturday. CBS took Sunday.

1	27.0/42	N	Cosby Show	25	15.7/27	A	Monday Night Football	49	10.5/16	A	Incredible Sunday
2	24.2/37	N	Different World	26	15.5/24	N	NBC Tuesday Movie	50	10.4/18	A	ABC Sat. Movie Special
3	23.4/39	N	Golden Girls	27	15.3/23	C	Designing Women	51	10.2/17	N	NBC Friday Movie
4	22.7/34	C	60 Minutes	28	15.3/26	N	227	52	10.0/14	F	Married...With Children
5	21.4/31	N	Cheers	29	15.1/24	C	CBS Sunday Movie	53	9.8/14	F	America's Most Wanted
6	20.3/34	N	Empty Nest	30	14.9/25	A	Perfect Strangers	54	9.7/16	A	Kenny Rogers Special
7	20.2/32	A	Growing Pains	31	14.8/24	C	Dallas	55	9.5/15	C	48 Hours
8	20.1/29	C	Murder, She Wrote	32	14.7/22	C	Murphy Brown	56	9.0/14	C	Annie McGuire
9	19.9/31	N	NBC Monday Movie	33	13.8/25	A	20/20	57	8.8/15	N	Tattinger's
10	19.8/31	A	War and Remembrance: 3	34	13.6/22	A	Mr. Belvedere	58	8.0/13	C	Van Dyke Show
11	19.0/29	A	War and Remembrance: 2	35	13.0/20	C	CBS Reports: JFK	59	7.9/14	C	West 57th
12	18.0/27	N	ALF	36	13.0/20	C	Newhart	60	7.7/13	A	Trackdown
13	18.0/27	N	ALF Special	37	12.9/23	C	Falcon Crest	61	7.6/12	C	High Risk
14	18.0/26	N	Dear John	38	12.8/21	C	People Magazine on TV	62	7.5/13	C	Dirty Dancing
15	17.9/27	N	Hogan Family	39	12.5/19	N	Baby Boom	63	7.4/11	A	Knightwatch
16	17.3/28	N	L.A. Law	40	12.3/18	C	CBS Tuesday Movie	64	7.3/11	F	21 Jump Street
17	17.0/26	A	War and Remembrance: 5	41	12.2/20	A	Just the Ten of Us	65	6.8/12	C	Raising Miranda
18	16.8/25	A	War and Remembrance: 4	42	11.9/20	C	Wiseguy	66	6.5/11	C	Simon and Simon
19	16.8/26	N	Unsolved Mysteries	43	11.8/17	A	Mission: Impossible	67	5.5/8	F	Gary Shandling Show
20	16.7/26	N	NBC Sunday Movie	44	11.6/20	C	Beauty and the Beast	68	4.4/6	F	Tracey Ullman Show
21	16.4/28	N	Amen	45	11.5/17	C	Coming of Age	69	3.7/6	F	Duet
22	16.4/25	N	Night Court	46	11.5/17	N	Magical World of Disney	70	3.5/6	F	Reporters
23	16.2/27	A	Full House	47	11.4/17	C	Equalizer	71	2.5/4	F	Beyond Tomorrow
24	15.9/29	N	Hunter	48	10.9/19	N	Miami Vice				

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